



# WISCONSIN LEGISLATURE

P. O. Box 7882 Madison, WI 53707-7882

## Senate Bill 236 and Assembly Bill 320

Testimony from Representative Keith Ripp and Senator Howard Marklein

September 8, 2015

Good morning Representatives, and thank you for being here today to hear testimony on Assembly Bill 320, the Wine Walks Bill.

Over the past decade, communities in Southwest and South Central Wisconsin have promoted businesses in their area by sponsoring events called Wine or Beer Walks. All of these areas are different, but, in general, they all have the same basic framework. During these events, the hosting organization will purchase the wine or beer to be used at the participating businesses. Patrons of legal drinking age purchase a ticket from the hosting organization and are given a wine or beer glass. The patron can then walk to each business involved in the event and sample wine or beer while they are inside the business premises.

These events serve as a tool for downtown promotion and tourism by drawing people into downtown areas who may not otherwise patronize these businesses. Guests are welcomed to sample wine and “shop” a store or business that they may have never entered before. These business owners have recognized significant value in giving new customers a chance to see their store without the pressure or purpose of a direct sale. They also give new businesses an opportunity to introduce themselves to their communities.

As you will hear from their testimony today, these events have been successful in the following communities that currently host Wine or Beer Walks in Wisconsin:

Baraboo  
Boscobel  
Dodgeville  
Lodi  
Mauston  
Middleton  
Portage  
Princeton  
Reedsburg  
Wisconsin Dells

We bring this bill forward today because in April 2015, the Wisconsin Department of Revenue issued an update to Publication 302 – *Wisconsin Alcohol Beverage and Tobacco Laws for Retailers* that specifically clarified that Wine Walk events have always been and are currently illegal.

According to current law, DOR has cited the following reasons regarding why these events are currently concerned illegal:

- A licensee (temporary “Class B” picnic) can only hold two temporary licenses in a 12-month period for wine.

- A licensee must purchase, advertise, and sell intoxicating liquor in the licensee's name only.
- A licensee must be in compliance with Department of Health Services rules governing sanitation in a restaurant.
- A licensee must prohibit underage persons not accompanied by parent/guardian/spouse of legal drinking age from being on licensed premises.

In most, if not all, of the communities holding wine walks, a hosting organization, such as the Downtown District or Chamber of Commerce, currently applies for the temporary "Class B" picnic licenses from the municipality for each location along their wine or beer walk. The hosting organization also sells tickets/wristbands, posts signage, provides glassware, and orders the wine and beer. Most of these events become illegal because current law only allows for a municipality to issue two temporary "class B" picnic licenses for wine in a year. Under current operations, municipalities are issuing enough of these picnic licenses to cover each business that would like to participate.

After working with the local communities and stakeholders, we are bringing forward AB 320 to fix this issue. This bill is an attempt to allow communities to operate these highly beneficial events in their area, but within the current framework of the law concerning temporary "Class B" picnic licenses. Again, most of the communities who have held these events were already seeking licensing in this fashion and were otherwise following current regulations and requirements in law for these picnic licenses.

**AB 320 makes the following changes to current law:**

We amend the current provisions of the temporary "Class B" picnic license to create specific laws related to wine and beer walks. Our changes include:

1. Expanding the definition of whom a temporary "Class B" picnic license may be issued to – to include local chambers of commerce or similar civic or trade organizations, organized as nonstock corporations with the Department of Financial Institutions.
2. Creating a provision that allows an organization to receive up to 20 licenses for one date and one timeframe, up to two times per year.
3. The 20-license opportunities count as their two opportunities to receive a license per year. They would not be able to apply for an additional picnic license for another type of event.
4. Licensees would be subject to all existing laws related to temporary "Class B" picnic licenses including posting of signage, operators licenses, premises laws, serving laws, etc.
5. For the purposes of a Beer Walk only, beer would be allowed to be served in a location that does other business.
6. DOR would be required to revise Publication 302 to provide guidance for regulations wine and beer walks must follow.

With regard to the other issues raised by DOR, there are small adjustments that must be made by the hosting organizations and businesses to comply with existing laws. For example, to comply with DHS rules regarding food service, any of the food served at the event must be catered and/or purchased and packaged from a store. The hosts must keep receipts and proof of this. The participating businesses have also indicated they will post

signage outside their premises indicating that no one underage can enter during the Wine or Beer Walk operation.

We will be bringing an amendment forward that makes some small fixes to bring the bill more in line with our intent. In response to some stakeholder concerns, one of these changes will be the introduction of a 9:00pm end time for pouring wine during these wine walks. However, this end time will not affect when the event needs to close. Another change will allow for people under the age of 21 to be located on the premises of these businesses during a wine walk as long as they are wearing an indicator, like a wrist band, that they are acting as the designated driver for their party. They will still be prohibited from drinking alcohol of any kind.

The League of Municipalities and Wisconsin Towns Association both support this legislation.

Thank you again for your attention and we would be happy to answer any questions.



# COLUMBIA COUNTY

Board of Supervisors

400 DeWitt Street  
Portage, WI 53901

608-742-9659

FAX: 608-742-9602

WEBSITE: [www.co.columbia.wi.us](http://www.co.columbia.wi.us)

September 8, 2015

Dear Members of the Assembly Committee on Urban and Local Affairs,

I appreciate you taking the time to hear AB-320 today in your committee. I hope you consider my written testimony in favor of this legislation because this bill benefits our communities, promotes local businesses, and expands opportunities for growth across our incredible state.

Wisconsin has a cherished tradition of community identity. Numerous towns, villages, and cities are proud of their industries, schools, and residents. My district, the city of Portage, is no exception to this rule, especially its' historic downtown area. Since April 2013, downtown Portage has played host to wine walks and they were instantly popular. Hundreds of people turned out for the first one and hundreds have sold out succeeding events in the spring and fall of the following years. Wine walks benefit communities because they attract large crowds, including countless visitors and tourists; thereby, growing astounding awareness to the local area.

Creating a vibrant business atmosphere is vital to the overall success of a local community. In fact, most enterprises that operate in historic downtown areas are local businesses. Unfortunately, many of these companies struggle on a daily basis because larger industries have more household name recognition and deters potential customers from shopping at local shops. Events like wine walks attract new customers to these stores by allowing participants to enter local establishments, enjoy various samples of wine, and learn information about each venture. Wine walks are beneficial to local downtown businesses because visitors are given the chance to interact with businesses and become more acquainted with their products and services.

As the youngest Columbia County Board Supervisor in county history, I have recognized firsthand the significant impact wine walks have on the downtown Portage businesses. I am confident this wine walk model can be replicated in any community across Wisconsin and there will be immediate success. These events embody the importance of a safe, sociable environment while prohibiting drinking and driving by everyone!

Thank you for your consideration, and I encourage you to fully support AB-320. If you have any questions about my testimony or would like to further discuss this piece of legislation with me, do not hesitate to let me know.

Warmest regards,

Matthew L. Rohrbeck  
Columbia County Board of Supervisors  
District 8 Supervisor





**WRJC**  
.com



September 8, 2015

Assembly Committee on Urban and Local Affairs

RE: WINE WALKS - Assembly Bill (AB) 320

Dear Committee:

A wine walk is an event that can introduce both local consumers and out of town guests to small business and encourages them to purchase items from these local entities.

During the Mauston wine walk held in September 2014, which was hosted by WRJC and the Mauston Area Chamber of Commerce, comments such as "I didn't know these businesses were down here" or "Who would have thought there was such a charming store in the local area?" were voiced. Bringing attention to local businesses to stimulate the local economy is just one way that wine walks benefit small communities. It is also a way to fundraise money for charitable organizations. For example: Mauston's first wine walk brought over 200 people to eight downtown businesses in 2014. Over \$500 was raised for Camp Wawbeek, a respite camp in Wisconsin Dells for those who have disabilities.

Not only do local downtown businesses gain attention from the wine walk, but local state wineries are also offered the opportunity to provide wines for wine walks and gain a larger clientele for their product.

I feel that under current law and the Department of Revenue's new guidance, local economies will suffer from the lack of exposure brought to these businesses and organizations will have to work much harder than they previously had to raise sufficient funds for their cause. If people were to limit the wine walks to those establishments already licensed to serve/distribute wine and/or liquor, how are we bettering the local economy? Wine walks work in conjunction with both licensed establishments as well as other businesses and charities in order to provide a more enjoyable event for the consumer and an economical event for businesses.

This is why this legislation is needed because it would be a shame to see another avenue to showcase our great local stores, bring money to our community and a generator of funds for charity end because of lack of clarification under the new guidance. Please pass this bill rapidly.

Yours Truly,

Jim Murphy  
Owner/GM

Recipient: Wisconsin Department of Revenue

Letter: Greetings,

change position on wine and beer walks to keep our small businesses strong!

# Comments

Name	Location	Date	Comment
Bekah Stelling	Baraboo, WI	2015-06-11	These events have benefited our community in so many ways. All of the money this event makes goes back into supporting our historic downtown community events, parks and our local food pantry. Please allow this to go on giving people a positive reinforcement that our downtowns are alive and well!
Stephanie Geary	Baraboo, WI	2015-06-11	These are wonderful events for our community. Please do not make them end!!
Angie Krueger	Baraboo, WI	2015-06-11	I enjoy it and it brings new clientele to our small business
Anne Gallo	Baraboo, WI	2015-06-11	this was a fun way for me to learn about the town I had just moved too. It helps so many business.
Matthew Asch	Portage, WI	2015-06-11	I am in favor of keeping wine walks as a community building tool. In my small town of Portage, it really does bring th community together and into businesses that they never knew existed.
Jamie Baertsch	Wisconsin Dells, WI	2015-06-11	I run a brewery and these event are incredibly important for us to grow business and generate new costumers and
Rebecca Czerkas	Wisconsin Dells, WI	2015-06-12	I'm signing this petition because I have attended the wine walks in the past and can see what a positive impact they have on local businesses.
Kristina D'Ambrosio	Reedsburg, WI	2015-06-12	I love the wine walk and don't want it to go away!!!
Andrea Pawlak	Baraboo, WI	2015-06-12	Please reconsider destroying another community event that supports local businesses.
Damara Merrell	Baraboo, WI	2015-06-12	I support this creative, fun way for small businesses to be involved and discovered. This legislation seems very petty and in my opinion serves no purpose other than to tighten the noose of government. #savethewinewalks
Ashley Goldsworthy	Montello, WI	2015-06-12	I enjoy these wine walks and going to visit all of of local businesses to support them.
Laura Clark	Reedsburg, WI	2015-06-12	This event is good for community buisnesses and creates a amazing community togetherness bringing customers who may have never entered a buisness In even of just for a look around
Dawn Nelson	Portage, WI	2015-06-12	I'm signing because I have seen our local wine walks bring the community together and increase downtown revenue. This isn't right to take Wine Walks away from our small town!!
Tammy Foster	Portage, WI	2015-06-12	I enjoy attending these events and want to see them continue!
Shannon Kreuziger	Pardeeville, WI	2015-06-12	I'm signing because I know how much our Portage wine walks have added to our downtown businesses and community gatherings.
Tammy Ferguson	Reedsburg, WI	2015-06-12	Beneficial to businesses in the community.
Michelle Markofski	Baraboo, WI	2015-06-12	I support small business!!
Sharon Schafer	Lyndon Station, WI	2015-06-12	This is a fun, safe way to promote businesses in a small town. I am not sure how this is harming anyone. I actually went back to a business that I had never been in because of the walk. Please change the regulations
Ethel Simonson	Colorado Springs, CO	2015-06-12	I schedule my trips to Wisconsin to coincide with a couple of the wine walks.
Anna Krause	North Freedom, WI	2015-06-12	I support innovative funding solutions for small businesses looking to build better communities.
Johnsen Bill	Baraboo, WI	2015-06-12	Its family and community which promotes commerce

Name	Location	Date	Comment
Dana Ender	Baraboo, WI	2015-06-12	Its a great event for the community. It gets people into the small town stores and keeps our downtown Baraboo alive. We're starting to lose to all these big box stores. We need to do what we can to keep our downtown up and running!
staci Gutzman	Rio, WI	2015-06-12	I am signing this petition because it is a good community involvement activity. I enjoy going into shops that I don't typically go to on a regular basis.
Kari McGrath	Chicago, IL	2015-06-12	I believe in small community businesses and want to give them an opportunity to thrive. They need creative ways to attract shoppers to downtown stores instead of strip malls.
Amber Poppenga	Wisconsin Dells, WI	2015-06-12	Wine walks are a fantastic way for the community to get more familiar with local businesses. It is done safely and doesn't get out of hand. These walls should continue!
Julie Mayer	Baraboo, WI	2015-06-12	Wine walks are a way for the downtown area to generate interest and traffic to stores that the community may otherwise not see.
Justine Selz	Baraboo, WI	2015-06-12	These wine walks are not only fun for the participants but a great opportunity for these small businesses to showcase their business and staff!
Theresa Clark	Reedsburg, WI	2015-06-12	I'm signing because it's not just about drinking a shot size serving of wine at each participating business, the point of the wine walk is to bring people into our local businesses. I have been living in Reedsburg for over 14 years and participated in our first wine walk only a couple years ago. I hadn't realized how many amazing businesses we had on Main St before then! And businesses are not selling the wine, they are serving free wine, a shot glass serving size. Along with appetizers. An investment they make each year to bring in new people into their businesses every year. Don't take that away from them, and a date night option for my husband and I.
Karen Murphy	Portage, WI	2015-06-12	Wine walks are a great way for folks to learn more about their community and raise funds for community events.
Katie Kopplin	Camp Douglas, WI	2015-06-12	This helps the downtown businesses greatly. Promotes awareness to the community what the businesses have to offer, so they can support locally.
Tammy Williams	Portage, WI	2015-06-12	Wine walks are a great way fundraisers! They bring alot of shoppers to small area businesses. This not only is a fun way to get out and enjoy an evening, its a great boost for the economy
Barb lilly	Pardeeville, WI	2015-06-12	I think it would be a great loss to community and downtown businesses that struggle every day
Patricia Jackson	Baraboo, WI	2015-06-12	I love the wine and beer walks!!! Love the communities we get to experience at every one. The life it breathes into downtowns that may be struggling. Oh, the discoveries you make as you wander through the businesses. The smiles it brings and the positivity from everyone participating makes these events some of my favorite days of every year.
April Anderson	Portage, WI	2015-06-12	I am part of the Columbia County Tavern League and also a Bar Manager. We have participated in many Wine Walks over the years and it's very beneficial to our local downtown businesses.
Erlene Ostrander	Reedsburg, WI	2015-06-12	I disagree with this change. Taking away a right to raise money is just wrong.
Sherri Ford	Wisconsin Dells, WI	2015-06-12	Events such as this benefit small businesses and bring folks to these businesses who normally may not have gone there. It's good for business, and it's good for community camaraderie!
Drew Nachreiner	Baraboo, WI	2015-06-12	This is a big part of our city and culture



Name	Location	Date	Comment
Vicki Joholski	Viola, WI	2015-06-12	I truly enjoy the new community's that I otherwise would not see. I was surprised by the number on stores in WI. Dells that I had never been in until the wine walk. Everyone is so kind and full of fun on these wine walks and the laughter and new friends are a rewarding part of this. Please keep them going..
Kimarie Stebbins	Lake Delton, WI	2015-06-12	Give the people what they want.
Kristy locke	Reedsburg, WI	2015-06-12	I'm signing because these walks are really fundraisers that bring in a lot of revenue for the community! We do not want to loose that! It is also a great way to meet people in the community and network!
James Bryant	Fort Knox, KY	2015-06-12	Much like being on a sports team, the military, and clubs; things like this form a sort of comaraderie in the community. It gives smaller businesses more exposure and cheap advertisement.
Jodi Weldy	Wonewoc, WI	2015-06-12	I'm signing because the wine walks are a great opportunity for people to experience what the city has to offer. There are so many small businesses that participate in the wine walks and the event allows these businesses to get people to come in and see what they have to offer.
Jessica Mueller	Baraboo, WI	2015-06-12	I support local business and the economic growth that comes with awareness raised through these events. The Baraboo Wine Walk features only local businesses on its route, bringing opportunity to these hard working community members. The end of these events would put yet another barrier in the way of small business, and give yet another advantage to corporate America.
Terry Spencrt	Baraboo, WI	2015-06-12	The wine walks show a strong community support for the downtown businesses that are losing the battle against the big store people
Tammy Wood	Kendall, WI	2015-06-12	I am a business owner who can attest the the boost in customer relations as well as our bottom line. These walks desperately attempt to grasp an ever failing sense of community spirit; the lack of which is eating away at our state. This bureaucratic attack on small communities is nothing less than bullying those who dare stand up and try to help themselves. Communities are chastised for government reliance yet when they find ways to overcome they get ordinance checked right back in place. This behavior by those elected to represent is abhorrent. Their mothers should be ashamed.
Dana Drake	Reedsburg, WI	2015-06-12	It's a very good community event
Shannon Hill	Baraboo, WI	2015-06-12	this event provides downtown businesses the opportunity to increase foot traffic and to make people more aware of everything they offer. Also it's a great way to raise money for the local food pantry or other organizations.
Rebecca peterson	Arkdale, WI	2015-06-12	I love the Wine Walks! They are great for business, and alot if fun to be at!
Sara Orr	Baraboo, WI	2015-06-13	I love wine walks!
Timothy Smith	Baraboo, WI	2015-06-13	These are a great way for businesses to get business by having people come in that would not have normally stopped by. It is about the community as a whole. Meeting new people,and businesses.
lynda brill	Baraboo, WI	2015-06-13	This is a safe, fun community event that brings life to small down towns.
Georgette Jackson	Wisconsin Dells, WI	2015-06-13	I have lived in Baraboo and the Dells Area all my life and we need to keep our local business going. It's fun and safe.
Peter Etzweiler	Baraboo, WI	2015-06-13	This is important!!
don douglas	Reedsburg, WI	2015-06-13	Common sense.
Michael arseneau	Baraboo,, WI	2015-06-13	It's a great way to get the community together and helps small businesses owners get recognize

Name	Location	Date	Comment
Walter Scott	baraboo, WI	2015-06-13	Wine walks are great events for bringing communities together, showcasing our fantastic locally owned businesses and fund raising.
John DeKeyrel	Portage, WI	2015-06-13	Please don't stop the wine walks!!!
Carissa Putzkie	Reedsburg, WI	2015-06-13	I really like going to the wine walks they are fun please don't them away
Michael Sprecher	Baraboo, WI	2015-06-14	Wine walks have been a great attraction for Baraboo. I have invited many out of town guests who enjoy the walk and stay the weekend to shop at the participating business. Loss of this event would have an unneeded economic negative impact on the community
Wendi Brumm	Oxford, WI	2015-06-14	I have walked several wine walks and absolutely love the experience!
Katie Daily	Hancock, WI	2015-06-14	I'm signing because there is no harm done on these wine walks, the businesses control them extremely well, it generates huge amounts of business for these small towns and is meant for people to have fun. Please keep these great traditions going.
Brooke Gusa	Baraboo, WI	2015-06-14	I have attended these walks! They are fun, safe, and support local small businesses. I've leaned about, and now shop regularly at, places I never knew existed. The fee you pay to walk helps the community as well. All around, it's a positive thing!
Sheila Byberg	Baraboo, WI	2015-06-15	This event is very important to our community. It gets them downtown socializing, visiting with neighbors and seeing what we all carry in our stores.
Andrew Moll	Baraboo, WI	2015-06-15	support local businesses!
Julie Cutrell	baraboo, WI	2015-06-15	Wine Walks are wonderful fundraisers and more for our communities
Brendan Cutrell	Baraboo, WI	2015-06-15	wine walks are a great way to fundraise for a community
s Campbell	Richland Center, WI	2015-06-16	I'm a downtown business in Dodgeville and the Wine Walk there has brought in many customers that would not have stopped normally. We now have regular clients that we meet at the annual wine walk. They are good for business, chambers, and communities.
Anita Nielsen	Baraboo, WI	2015-06-16	Wine/Beer Walks are great for small businesses and downtown.
Cindy Love	Brentwood, TN	2015-06-16	Important to local business.
Barb Fischer	Elkhorn, WI	2015-06-16	I've attended these events. No one is drunk on the street; it's a great way to get into the local stores and support local businesses! Even the police departments are in support of these events!
Cindy DeRusso	Wisconsin Dells, WI	2015-06-16	I'm signing because this is a great way for people to come together for a fun evening and support the local community.
Richard Castleberry	Baraboo, WI	2015-06-16	Community event that adds to what makes small community Wisconsin so special. Revenues raised are also very important to small town budgets.
LEVI VIAL	Lancaster, WI	2015-06-16	This is a way to support small business.
Kelley Seim-Jones	Wauzeka, WI	2015-06-16	I want to save the wine walks in Wisconsin !
Tammy Walsh	Plain, WI	2015-06-16	Wine walks are a great social event that help you to get to know the people and businesses in your area
Stephanie Schrofer	Baraboo, WI	2015-06-16	The wine walks help local businesses!
Keith Roewe	Colby, WI	2015-06-16	I support my community
Barbara Opatik	Baraboo, WI	2015-06-16	I WANT THE WINE WALK TO CONTINUE!
bryan dent	Belleville, IL	2015-06-16	Wine walks raise funds for good causes, boost small local businesses, and are harmless fun for participants. What could possibly be gained by shutting them down?

Name	Location	Date	Comment
Erin Passehl	Madison, WI	2015-06-16	It just seems un-Wisconsin to disallow this sort of safe, social, and successful community event.
glenda wake	North Freedom, WI	2015-06-16	This is good for local businesses in our surrounding areas, I haven't heard of a single negative outcome out of any of them and they are in no way harming any of the local tavern leagues n further more, they actually benefit the communities in as I personally spend quite a bit of \$ while waiting to purchase tickets at 4am or while enjoying the "walk" with my sister. :-)
Barb Studnicka	Prairie du Sac, WI	2015-06-16	Wine walks are not just about the Wine! Getting together with Friends, walking around the town, and going into a store or business that I may have never known existed before are a bigger part of it.
Tiffany Carlock	Wisconsin Dells, WI	2015-06-16	This helps bring business back to downtown area. It was a great idea and should be continued.
Lois Patterson	North Freedom, WI	2015-06-16	Wine walks bring revenue to the local community and are a good and safe community activity!!
Karen Mesmer	Baraboo, WI	2015-06-16	I have been to many wine walks and enjoy them.
Janice Yourell	Sparta, WI	2015-06-16	We look forward to these events and it brings people together and local businesses benefit with all of the downtown activity.
Natasha Cook	Baraboo, WI	2015-06-16	I'm signing because this is a great event for our community. It gets the small town stores to show their charm and what they have to offer vs people going to big box stores.
Elizabeth Ferstl	Plain, WI	2015-06-17	I'm signing because I enjoy the companionship of these events, and have found some of my favorite stores by visiting them first during the wine walk events.
Ashley Conklin	Wisconsin Dells, WI	2015-06-17	Wine walks are a great community event that help the downtown communities fundraise money to keep everything nice and updated instead of rundown and requesting public funding
Amber Halverson	Reedsburg, WI	2015-06-17	The wine walks are a blast. We get to check out local shops that we might not have known about and it's always a good ladies "moms" night out!!
Barbara Mroz	Madison, WI	2015-06-17	I'm signing to save this wonderful event.
michelle Decot	Lexington, KY	2015-06-17	I loved the wine walk when i lived in Reedsburg, WI. Plus it is a great way for small businesses to get people in the door.
Sharon Madland	Fairwater, WI	2015-06-17	This a wonderful community even, causing no harm to anyone. It seems all rights are being taken away from our small businesses just trying to make a living and helping the community to be a better place to live.
Sarah Kutney	Brookfield, WI	2015-06-17	I'm signing because the Baraboo wine walk has become a mini institution! Everyone is responsible and washes out their glasses with water before leaving the stores. I think it's ridiculous that more people are trying to control something pretty small compared to bigger things.
Mandy Sitzman	Lodi, WI	2015-06-17	I'm signing because it is an amazing night out with friends, shopping the local stores!
Amy Hellenbrand	Lodi, WI	2015-06-17	I believe in helping small businesses and this is a great way to do it!
John Stevens	Lodi, WI	2015-06-17	This is an important event for our community and local business. Our business brings in people from MN and IL for the Lodi wine walk. This is outside money coming into the community that supports local business.
Jennifer peck	Knoxville, TN	2015-06-17	my sister is a coordinator in her communist and it does great things for them

Name	Location	Date	Comment
Tegan Krueger	Lodi, WI	2015-06-17	I am a future business owner & have seen the wonderful effects a wine walk can have on our local community! Stopping them would send more people away for our small town, than keep them here!
Kathy Hendricks	Lodi, WI	2015-06-17	These are fun community affairs that bring people together, help local businesses, and provide financial support to better our town.
Jon plumer	Prairie du Sac, WI	2015-06-17	i believe in free enterprize.
Kim Glaser	Lodi, WI	2015-06-17	Wine walks help local economies. There are stores or businesses that I don't normally enter, and I have found great gift ideas and services that I was not aware of prior to wine walks.
Char TerBeest Kudla Helen's Daughters	Baraboo, WI	2015-06-18	Freedom is the state government not messing in a communities successful fundraiser.
rochelle danio	Lodi, WI	2015-06-18	It is not just about the wine it also about getting people in the doors of small local business that don't get the chance to shop. If there are no wine walks it the small business owners that will loose money as well.
Amy Schaub	Whitehall, WI	2015-06-18	I enjoy these events!
LINDSEY KANEY	Reedsburg, WI	2015-06-18	Local wine walks are community and business assets.
Michael Jacobs	Wisconsin Dells, WI	2015-06-18	These are great for the communities that participate.
Becky Greenwood	Reedsburg, WI	2015-06-18	I love partaking in the wine walk each year in my local community. The group that organizes it does so to raise money and it "forces" me to go into local shops that I normally wouldn't have gone into. Along the way, I have seen gifts I could get for loved ones rather than buying from big department stores. Love supporting the local community instead of Wal-marts!
Amy Kortbein	Madison, WI	2015-06-18	We should be supporting local businesses and they are fun!
Courtney van der Kooy	Ixonia, WI	2015-06-18	Such a fun night. Great visiting all the businesses.
Rachel Rosenblum	Baraboo, WI	2015-06-18	The Wine Walk and Brew Ha Ha are a major contributing forces to the economy of our town! Not only do we (the ticket buyers and samplers) get exposed to new shops, new items in favorite shops, and promotional incentives, we have a chance to mingle with our Boo-friends and enjoy these places with no pressure to buy anything (which of course makes it SO much easier to actually buy things because it makes you feel good about supporting your community in a different way than regular shopping). The wines and beers and cheeses that are sampled are Wisconsin made products, so in essence by tasting different ones, we become aware of what is available to us, and much more likely to purchase it, in turn, supporting other Wisconsin businesses. Why would anyone want to put the kibosh on that?? Im sorry, I go every year to all 4 events and I look forward to it every time. What's next? No art fair, no doggie days? Seriously! Maybe those who are trying to shut it down should come to one, and see how much we love it, and how great it is for our beloved Baraboo.
Drew Smith	Baraboo, WI	2015-06-18	These are wonderful events that draw patrons into businesses and provide a unique opportunity for members of the community to gather.
Jennifer Hagemann	River Falls, WI, WI	2015-06-18	I'm signing this because wine walks introduces both local consumers and out of town guests to small business and encourages them to purchase items from these local entities. Bringing attention to local businesses to stimulate the local economy is just one way that wine walks benefit small communities. It is also a way to fundraise money for charitable organizations.
Casey Ruhland	Menomonie, WI	2015-06-18	these events build community and boost sales at local stores.
Sheri Birchler	Lodi, WI	2015-06-18	I am a local small business.



Name	Location	Date	Comment
Kelly Tiesing	Baraboo, WI	2015-06-18	benefits to the businesses
Sherry Douglas	Portage, WI	2015-06-18	I am the president of Downtown Portage Inc., and we currently hold a yearly wine walk and were scheduled to hold a beer walk next month. These are the only two events that raise funds to allow us to put on other community events throughout the year. These events also bring people into businesses they may never have been into before, including taverns and retail establishments. I am the owner of a tavern, and we've participated in the last 3 wine walks held in Portage and it has given us the opportunity to showcase what we've done with our business including the fact that we have a full menu. These events support all downtown businesses, not just the retail businesses.
Laura Kaul	Lone Rock, WI	2015-06-18	I think this is good for small communities as long as it is done responsibly.
Christina Karnitz	Baraboo, WI	2015-06-18	Wine walk is fun and people get to see what downtown Baraboo has to offer.
Linda Seefeld	Baraboo, WI	2015-06-18	Government is taking away a small businesses option to promote their business and use the money received to support various projects to keep the downtown area alive not to mention the funds that are given to the food pantry and other such organizations.
Vickie Manke	Lodi, WI	2015-06-18	It is a great night out with friends, and coordinated with safe rides home. It also gets people out to see the hometown businesses they may not ordinarily go to.
Jean Latham	Baraboo, WI	2015-06-18	I have attended a number of the Baraboo Wine Walks and feel they are an excellent community event which promotes local businesses, drives new business opportunity and improves the vibrancy of communities.
Beth Voigt	Reedsburg, WI	2015-06-18	Our town benefits financially and socially from this opportunity to gather- please reconsider your position on the wine walks.
Abby Spencer	Baraboo, WI	2015-06-18	Wine Walks bring the community together to support our local downtown businesses in a way that would not be possible otherwise. Many of the businesses rely on money from sales during the walks to keep their doors open. It is a fun time when the community can gather, and people work very hard to make sure it is safe and successful. This is not something the government should be sticking their noses in...stick to the bigger issues and let our communities keep doing what they're doing.
Laura Stanek	Baraboo, WI	2015-06-18	Great community building, networking, financially supportive event.
Jeffrey John	REEDSBURG, WI	2015-06-18	It seems odd that communities like Baraboo, Wisconsin Dells and Reedsburg that are finding ways to raise money for charities and community development programs amid reduced state funding of programs, are now potentially being prohibited by the state from using "wine walks" and "beer walks" to accomplish their goals. The walks I have participated in were attended by folks who were well behaved, visited retailers they would otherwise not have visited and spent money in their stores.  Happy people, happy businesses, and communities finding ways to be self sufficient, this behavior should be encouraged and rewarded, not punished. Please do what needs to be done that these community events can continue in the future.  -Jeff
Terri Neuman	Baraboo, WI	2015-06-18	I feel the wine walk is very beneficial for our downtown stores & businesses. I was born in Baraboo, raised in Baraboo & still call Baraboo home. The organizers of the wine walk & store owners have done a wonderful job of promoting Baraboo & renewing the downtown area.

Name	Location	Date	Comment
Melanie Hayward	Middleton, WI	2015-06-18	This is a great opportunity to connect with my neighbors and support local businesses.
Tammy Bates	Baraboo, WI	2015-06-18	I believe the wine walk is an event that truly benefits the Baraboo community. It is a social activity that invites members of our community and surrounding communities to explore, shop and enjoy our local businesses. It is a win-win event that should continue!
Ann Burton	Baraboo, WI	2015-06-18	I'm signing because these events help build local communities.
Anabel Manchester Lopez	Boise, ID	2015-06-18	I grew up in Wisconsin and these things are part of what make it a great place to be. Don't take the things that make Wisconsin unique and stand out away.
Nancy Schmit	Mineral Point, WI	2015-06-18	I support our downtown merchants and want our downtown to prosper.
james coon	Coon Valley, WI	2015-06-18	It doesn't hurt anyone so let it be
Joel Petty	Baraboo, WI	2015-06-18	It is a vital to promote local independent businesses in our communities. This is one community event that also socially gathers community members and does so at NO COST TO TAXPAYERS.
Carol Bloedorn	Dunnellon, FL	2015-06-18	I was born and raised in WI and now am a summer resident who has always backed volunteer events
Terri Hawk	Lodi, WI	2015-06-18	It's a good way to bring communities together and helps support local businesses.
Holly Fenske	Baraboo, WI	2015-06-19	This is a well organized event that supports small town efforts by raising funds for many expenses.
Kristine Massari	La Valle, WI	2015-06-19	It helps bring business to our community!
robert cohoon	Reedsburg, WI	2015-06-19	The wine walk is good for all the local businesses and it's fun for all who join it
Michelle Reuter	Baraboo, WI	2015-06-19	I'm signing because it's a wonderful event that has introduced me to stores I have never been in before. It brings business to downtown and has helped revitalize an area that can be neglected in most little towns. These are small retailers trying to compete with the big box stores on the outskirts of town. Since the event is only a few hours long, it also brings business to the bars after the walk as well. It's a fun, safe event - Baraboo offers free rides home!
Noelle Thom	Baraboo, WI	2015-06-19	I'm signing this petition because the wine walks have always been such a great opportunity for the community to get together & share the joys of our downtown businesses & fundraiser money for other charitable organizations. All while having a really good & organized event to share together!
Suzanne Covoloskie	Madison, WI	2015-06-19	Twice a year, myself and friends attend the Wine Walks in Baraboo. We stay in hotels, eat in restaurants and shop a lot in the stores visited the night before as well as others. The wine walks showcase the local community and are great for revenue and tourism.
Kristine Terry	Baraboo, WI	2015-06-19	I am signing this as I am a Downtown Baraboo Inc. member and I believe that our Wine Walks have contributed to how vibrant our Downtown has become. It is a shame that this is even being addressed. Has anyone from the Dept. Of Revenue ever been to a Wine Walk?
Nicole Anstett	Lancaster, WI	2015-06-19	I really enjoy the wine walks in Baraboo. I think it is a great community event and it brings a lot of business to our historic downtown area.

Name	Location	Date	Comment
Elizabeth Nevers	Baraboo, WI	2015-06-19	I've worked at at least five wine walks and each time new people come into Baraboo. this is a fun way to share our downtown and it's businesses with visitors.  Very short sighted of both the Wisconsin Tavern League and DOR. People spend money and often come back to shop or enjoy restaurants and bars. Shame.
Monica Kirk	Baraboo, WI	2015-06-20	I think these are very important to all out local businesses.
Alexis Opperman	La Valle, WI	2015-06-20	Its safe and fun and helps small local businesses
Adrienne Hitt	Portage, WI	2015-06-21	Save our small businesses.
Michele Frystak	Portage, WI	2015-06-21	This is a great fund raiser and exposure to local businesses.
Jennifer boies	Baraboo, WI	2015-06-25	I can
Cathy Yanke	Reedsburg, WI	2015-06-26	I am part of the Reedsburg Revitalization Organization and the wine walk is our biggest fundraiser. All of the money we raise goes back into OUR COMMUNITY!!
mary larson	Baraboo, WI	2015-06-30	I feel it is good for the downtown area
Kyle Walker	Portage, WI	2015-07-02	I'm signing because I believe as a community we should be able to come together and interact as people and see things we see everyday in a different taste, and not be badgered around by litigation that takes away from our freedoms.
Wm Dresen	Baraboo, WI	2015-07-02	Because of it's very positive effect on historic downtowns.
Cristin Dorow	Baraboo, WI	2015-07-08	As a past participant in local wine walks I can tell you they are fun. A great way to get to know local business owners and get some exercise!
Erika Larson	Merrimac, WI	2015-07-12	My family and I moved to Wisconsin about five years ago BECAUSE we enjoyed the small town atmosphere and the things like Wine Walks, Bake Sales, and Farmers Markets that were quaint and enjoyable. In the past twelve months, I've been dismayed to see the utter lack of support for Cottage Food laws, the crackdown on school bake sales, and now this ridiculous Wine Walk change. It is disheartening and unnecessary legislation and it is ruining what makes Wisconsin special.
Donald Wallin	Madison, WI	2015-07-13	This is a great fund raiser. The tavern league should stay out of this.
Abby Hays	Baraboo, WI	2015-07-13	These events are truly a good thing for communities!!
Michelle Smith	Iron River, WI	2015-07-13	To support of small businesses
Andrea Gussel	Wisconsin Dells, WI	2015-07-19	Everyone knows that other than the month of March (spring break season) the springtime is a slow season for a tourist town like Wisconsin Dells. Wine walks bring in hundreds of people don't across the state and neighboring states which in turn brings much needed spring business to local shops, restaurants, hotels, etc. and overall serve as excellent advertising and a draw for an audience that might not otherwise have reason to visit the area.
Brooke Bechen	Dodgeville, WI	2015-07-20	Dodgeville's Off the Vine event has been a success with many attendees enjoying their time in our community. We need to save this great event!
Kathy Peterson	dodgeville, WI	2015-07-20	Dodgeville has hosted the Wine walk for the last 2 years. We have enjoyed meeting new friends, visiting with the merchants.
Katie Cianciolo	Waukesha, WI	2015-08-07	I've participated in this in Washington DC or other places, great business building
Carol Georgeson	Baraboo, WI	2015-08-11	It is important to bring business to the local community!
Mary Jane Sanchez	Waukesha, WI	2015-08-15	I love Wisconsin and I love wine

Name	Location	Date	Comment
Karen Dederich	Dodgeville, WI	2015-08-24	I have attended the wine walk in Dodgeville for the past two years. I'm in my early 70's. From my observation the people on the walk were from their late 20's and on up to my age and even a little older. I saw no one creating any kind of problem. It was so much fun meeting neighbors and chatting along the way. A beautiful evening!